

1947



NU-WOOD INTERIORS

for every **WALL**
and **CEILING**



A


NEW mode in wall and ceiling finish has taken its place in building and remodeling—giving more for the money—and offering advantages that ordinary materials with their higher costs could never provide. A full line of distinctive, colorful interior finish units stand ready to serve every requirement of permanent decoration, every style of design and furnishing.

Made of clean wood fiber, this new wall and ceiling treatment consists of specially designed and accurately fitting tile, plank and wainscot units, in large, easy-to-handle sheets. A high degree of insulation value is built into these Nu-Wood products. They make rooms easier to heat and more comfortable to live in. They absorb and deaden noises, assuring restful quiet. Nu-Wood Interior Finish is its own decoration—lending charm and character with a color and texture that out-shadows even the most expensive paints and papers.

Permanent, easy to clean, and in colors which blend harmoniously with other tones and shades, Nu-Wood's colors and texture grow more delightful year after year—giving increasing satisfaction and comfort without the cost and nuisance of frequent maintenance.

Nu-Wood's several shapes make a wide selection of patterns available. All manner of styles can be "matched"—true Colonial, English, and modern interiors are easy to develop.

This book illustrates some actual Nu-Wood interiors. Here are real rooms in homes, churches, schools, theatres, stores, restaurants, and other places. Nu-Wood Interior Finish takes the place of lath, plaster and decoration in new construction—in remodeling it is applied quickly over old plaster. In either case, its cost is sure to be modest. Your architect, contractor and builder know Nu-Wood. Your neighborhood dealer will supply it. See this remarkable product when you build or remodel.





Tile

Reproduction of Nu-Wood Bevel-Lap Tile is diamond pattern.



Plank

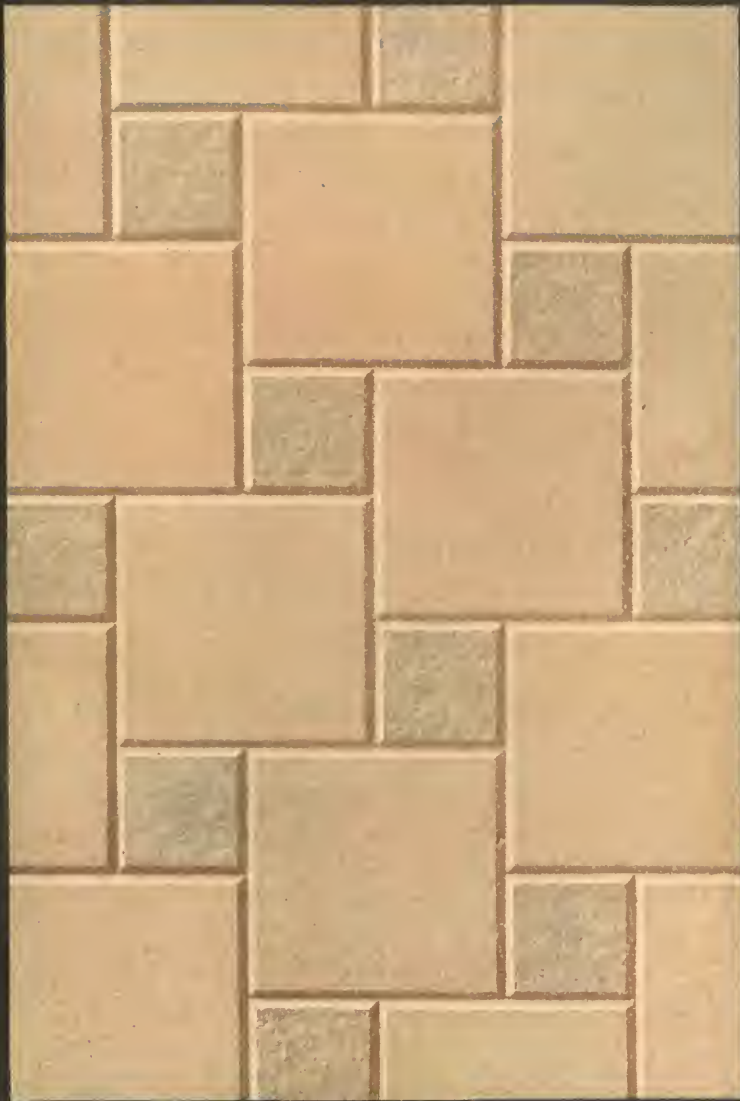
Note texture and variegation of color. Reproduction of Nu-Wood Bevel-Lap Plank (beaded) in random width.



Wainscot

Reproduction of Nu-Wood Wainscot—hard surface material for lower wall. Note matching chair rail.

These are the colors of Nu-Wood Interior Finish reproduced as closely as fine printing will allow. Color may be variegated or standardized in shades from Old Ivory to deep Wood-Brown.



Other patterns of Nu-Wood
Tile — left — Two-Square.
Below — Herringbone.



Tile

Nu-Wood Tile is usually confined to ceiling use. Recently, however, a growing tendency uses its Diagonal-Square or Herringbone patterns on side walls — particularly when styling of the Empire Period is to be carried out.

HOW NU-WOOD *is used in HOMES*

BACKGROUND TEXTURE THIS PAGE
NU-WOOD TILE



5. Nu-Wood units
—Tile, Plank and
Wainscot — make
any room more liv-
able. They take the
place of lath and
plaster in new rooms
—go over old walls
quickly in rooms
that need freshening.



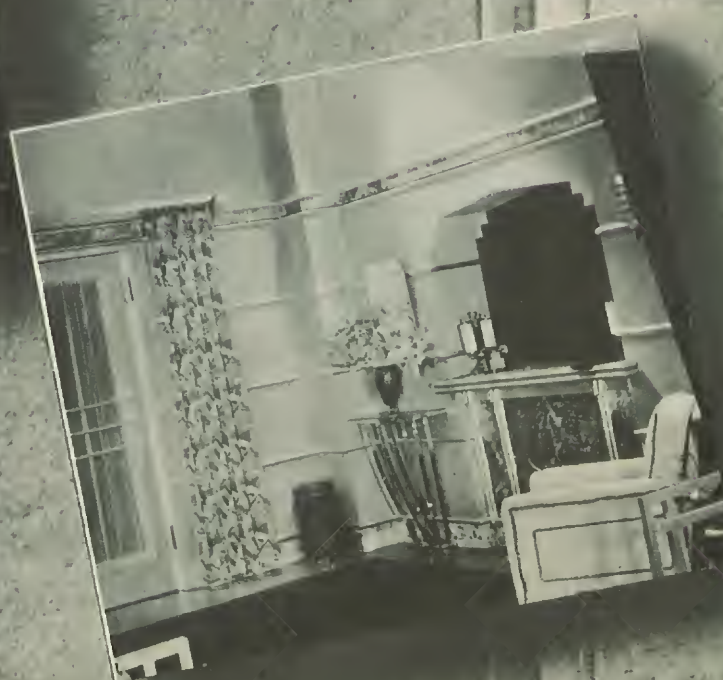
TYPICAL
NU-WOOD ROOMS
*Its benefits cost so little
—mean so much*

BACKGROUND TEXTURE THIS PAGE
NU-WOOD PLANK



6.

Besides providing unique color and texture —Nu-Wood makes homes more comfortable. It insulates, deadens noise, saves the cost of frequent re-decoration. Nu-Wood units are fire-resistant—permanent.



WHATEVER THE STYLE
NU-WOOD has a pattern
that will **CORRESPOND**

BACKGROUND TEXTURE THIS PAGE
NU-WOOD WAINSCOT



7.

For Colonial, Empire, English or other periods Nu-Wood has a pattern that will fit—harmoniously, characteristically. Nu-Wood Interior Finish Treatment is an economical answer to wall and ceiling finish.



INSULATION *and* DECORATION *plus* ECONOMY

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NU-WOOD TILE



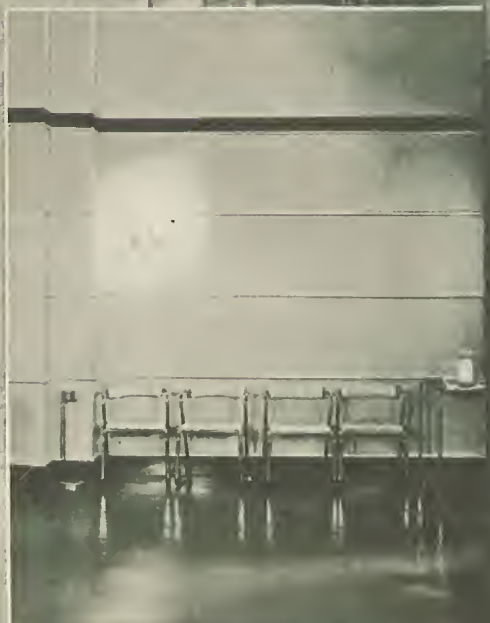
8.

Compare Nu-Wood Interior Finish with other types of wall coverings. Nu-Wood costs less to buy and apply—gives extra advantages. When you build or remodel, Nu-Wood should have a place in your plans.

CLUB ROOMS

are more RESTFUL with
Nu-Wood's Attractive Finish

BACKGROUND TEXTURE THIS PAGE
NU-WOOD PLANK



9. For insulation, noise-quieting and for downright good looks, Nu-Wood has advantages that club owners and operators have been quick to see. Nu-Wood is economical finish.

OFFICES *need*
NU-WOOD'S EFFICIENCY
—Its Quiet, Decorative Beauty

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NU-WOOD WAINSCOT

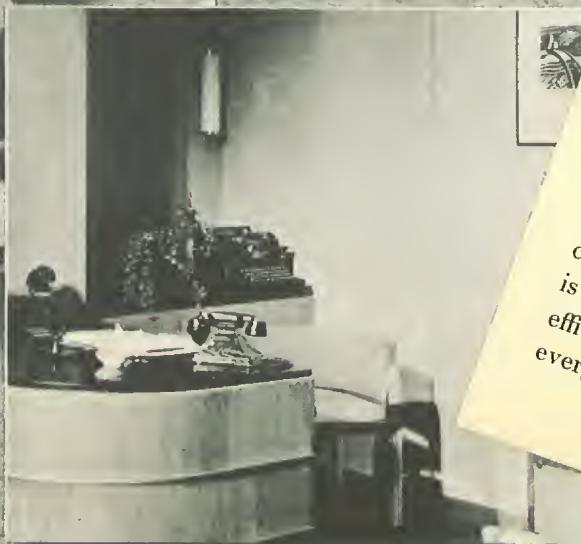


10.

The distracting jumble of telephones, typewriters, office machines, conversation and traffic, breaks down office efficiency—reduces the powers of concentration. Noise-quieting is of the greatest importance in offices. Nu-Wood provides a high degree of sound absorption.

NEW LIFE
NEW BEAUTY
for
BUSY
OFFICES

BACKGROUND TEXTURE THIS PAGE
NU-WOOD TILE



11. Walls and ceilings of private and general offices and reception rooms are easily renewed—made efficient and restful at low cost, with Nu-Wood. Here is complete decoration and efficient noise-quieting for every business.

PROFESSIONAL MEN
NEED THE BENEFITS
only Nu-Wood PROVIDES

BACKGROUND TEXTURE THIS PAGE
NU-WOOD TILE

12.

Wherever the troubles of clients and patients are discussed, restful surroundings are prime necessities. Nu-Wood Interior Finish Units are the choice of professional men—for every office need.





REVERENCE

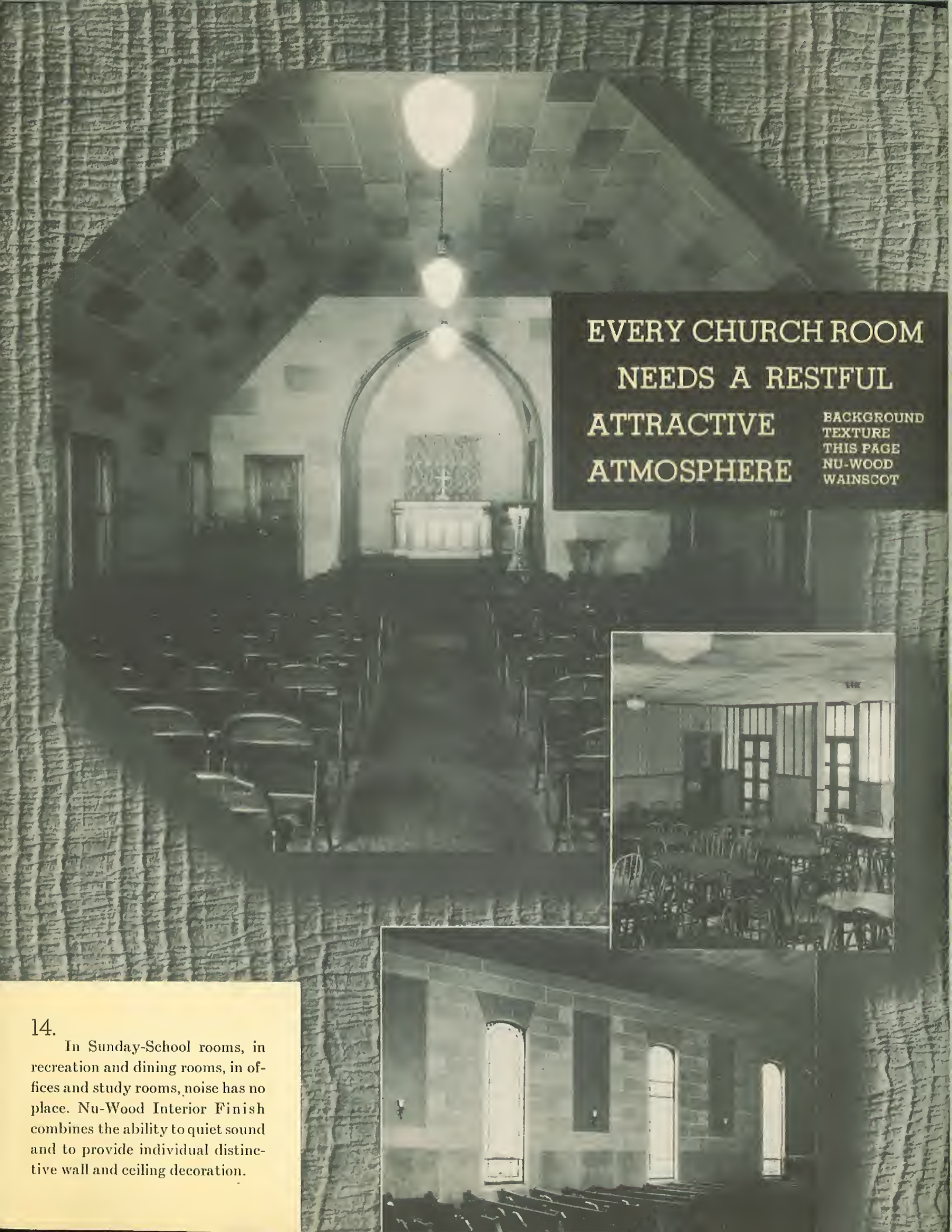
demands
CALMNESS
and QUIET

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NU-WOOD PLANK



13.

Acoustics in many church auditoriums strain the voice and ear—place unnecessary effort on nerves. Nu-Wood Interior Finish Units have solved the problem of acoustics for many churches—both new and existing. Its combination of beauty and efficiency has no economical equal.



EVERY CHURCH ROOM
NEEDS A RESTFUL
ATTRACTIVE
ATMOSPHERE

BACKGROUND
TEXTURE
THIS PAGE
NU-WOOD
WAINSCOT



14.

In Sunday-School rooms, in recreation and dining rooms, in offices and study rooms, noise has no place. Nu-Wood Interior Finish combines the ability to quiet sound and to provide individual distinctive wall and ceiling decoration.





Pastors Say—
"DELIGHTFUL FOR SPEAKER
--UNUSUALLY ATTRACTIVE"

BACKGROUND TEXTURE THIS PAGE
NU-WOOD TILE



15. Ministers, priests and speakers prefer to speak where walls and ceilings are lined with Nu-Wood Interior Finish Units. They say—"It's easier to talk—because it's easier to hear." Listeners agree—Nu-Wood makes listening easier.

CONCENTRATION MUST HAVE QUIET

BACKGROUND TEXTURE THIS PAGE
NU-WOOD PLANK



16.

Educators aim to teach concentration. Quiet class and study rooms play an important part. In Nu-Wood Interior Finish Units, school architects have found a low cost, sound-absorbing material which combines a high degree of noise-quieting efficiency with finished decoration.

BAND PRACTICE *and* STUDY DON'T MIX

BACKGROUND TEXTURE THIS PAGE
NU-WOOD WAINSCOT

17. When the noises from gymnasium or music room disturb other classes in the same building, educational efficiency is lacking. Nu-Wood Interior Finish Units deaden noise—prevent confusion of thought in study classes.



A QUIET PLACE TO EAT!

BACKGROUND TEXTURE THIS PAGE
NU-WOOD TILE



18.

Eating places of every kind need a restful atmosphere. Nu-Wood Interior Finish radiates the charm of hospitality; assures "a quiet place to eat"; stops the disturbance of clattering dishes, conversation, traffic.



NOISE CHASES PATRONS

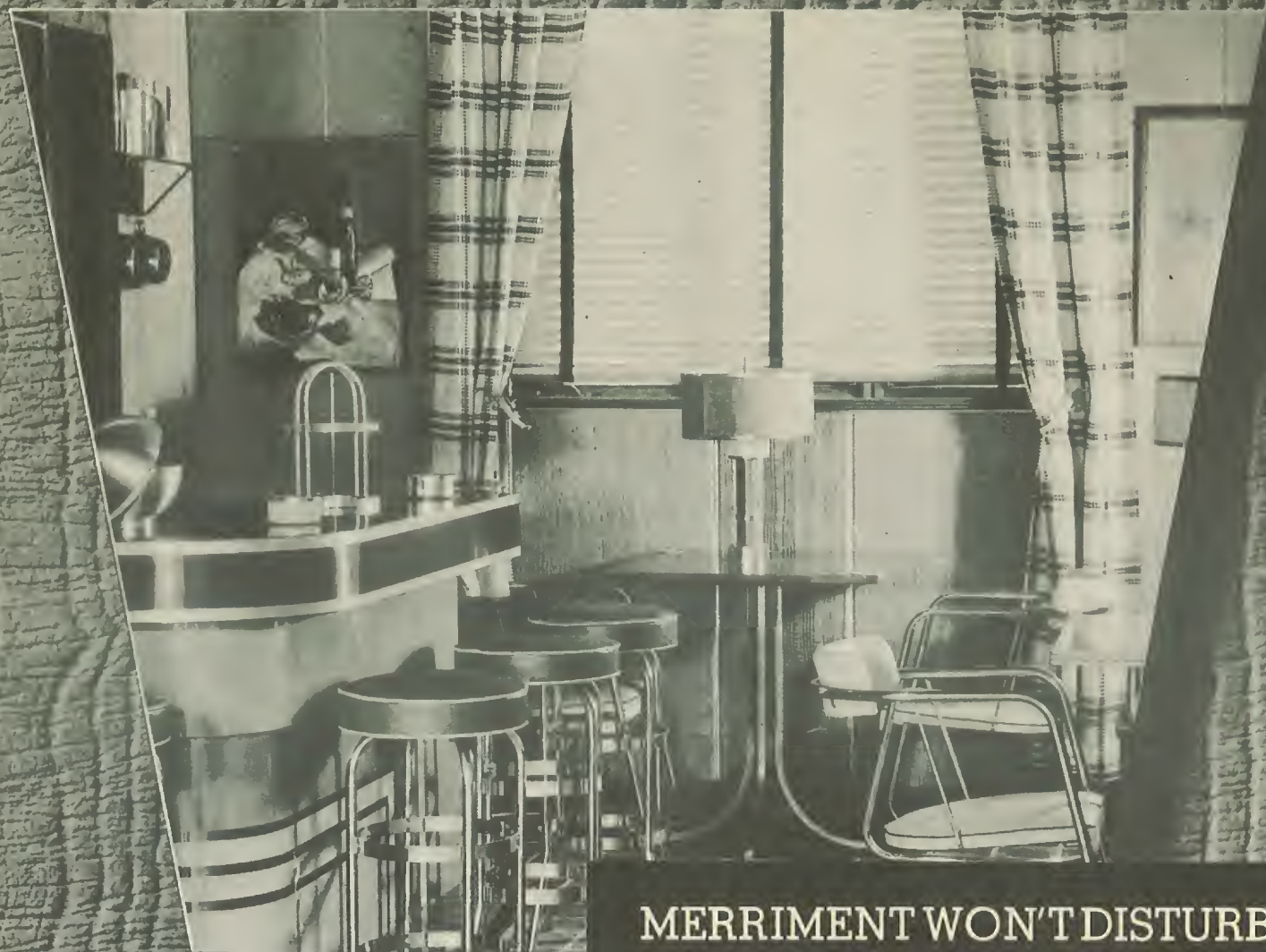
Nu-Wood Brings Them Back

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NU-WOOD PLANK



19.

Nu-Wood Interior Finish treatment for walls and ceilings of dining rooms, cafes, restaurants, cafeterias, offers a wide variety of attractive textures and patterns—plus a high degree of noise-quieting. Patrons don't like to eat in noisy places—quiet satisfies them.



MERRIMENT WON'T DISTURB
when walls and ceilings are
NU-WOOD INTERIOR FINISH

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 NU-WOOD WAINSCOT

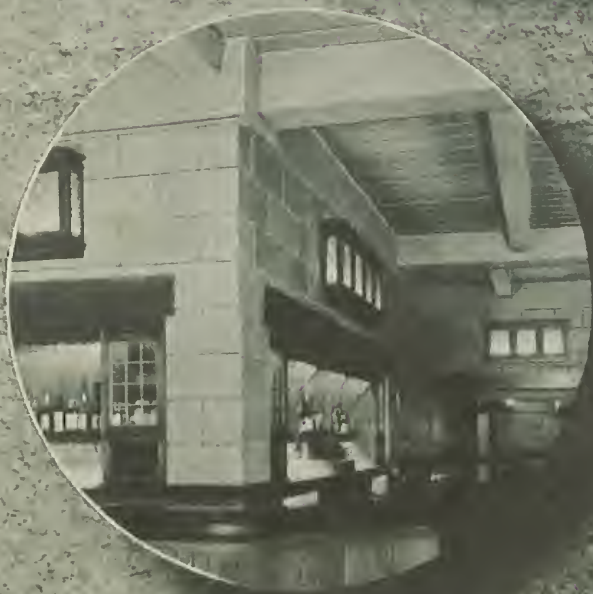


20.

Quiet is an advantage to every tavern. Here's a way to get really different wall and ceiling treatment. Quiet too. Nu-Wood Interior Finish is as suitable for new taverns as for ones which are to be remodeled. The cost is always low.

DIFFERENT FINISHES for WALLS and CEILINGS of TAP ROOMS

BACKGROUND TEXTURE THIS PAGE
NU-WOOD TILE



21.

Individuality in decoration is the aim of every tavern or tap room operator. He recognizes the need for noise-quieting materials—knows how Nu-Wood answers his requirements. Here's a better wall and ceiling treatment, and at smaller cost than many older, more familiar materials. Nu-Wood is different, practical and permanent.

RETAIL SALES
are BETTER in QUIET
More Attractive STORES

BACKGROUND TEXTURE THIS PAGE
NU-WOOD PLANK



22.

Profits are larger in well-kept, attractive stores. Nu-Wood Interior Finish, distinctive wall and ceiling treatment, offers store owners economical decoration, modern display and the privilege of more quiet surroundings. Nu-Wood treatment is one of the first steps to air conditioning—because it adds insulating efficiency to its decorative advantages.

LASTING DECORATION *without renewal costs for the RETAILER*

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NU-WOOD WAINSCOT

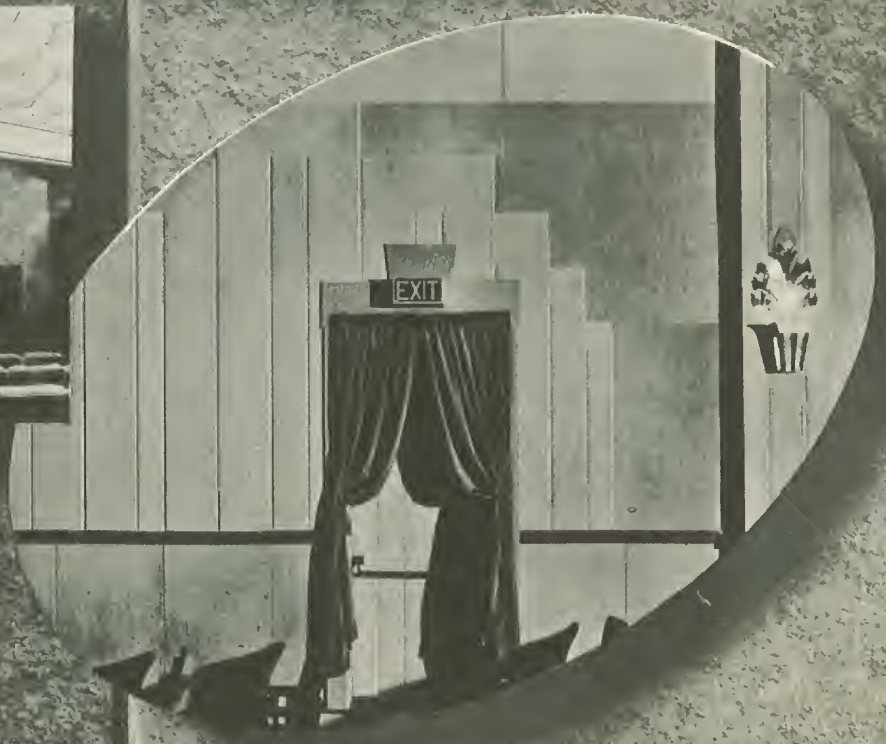
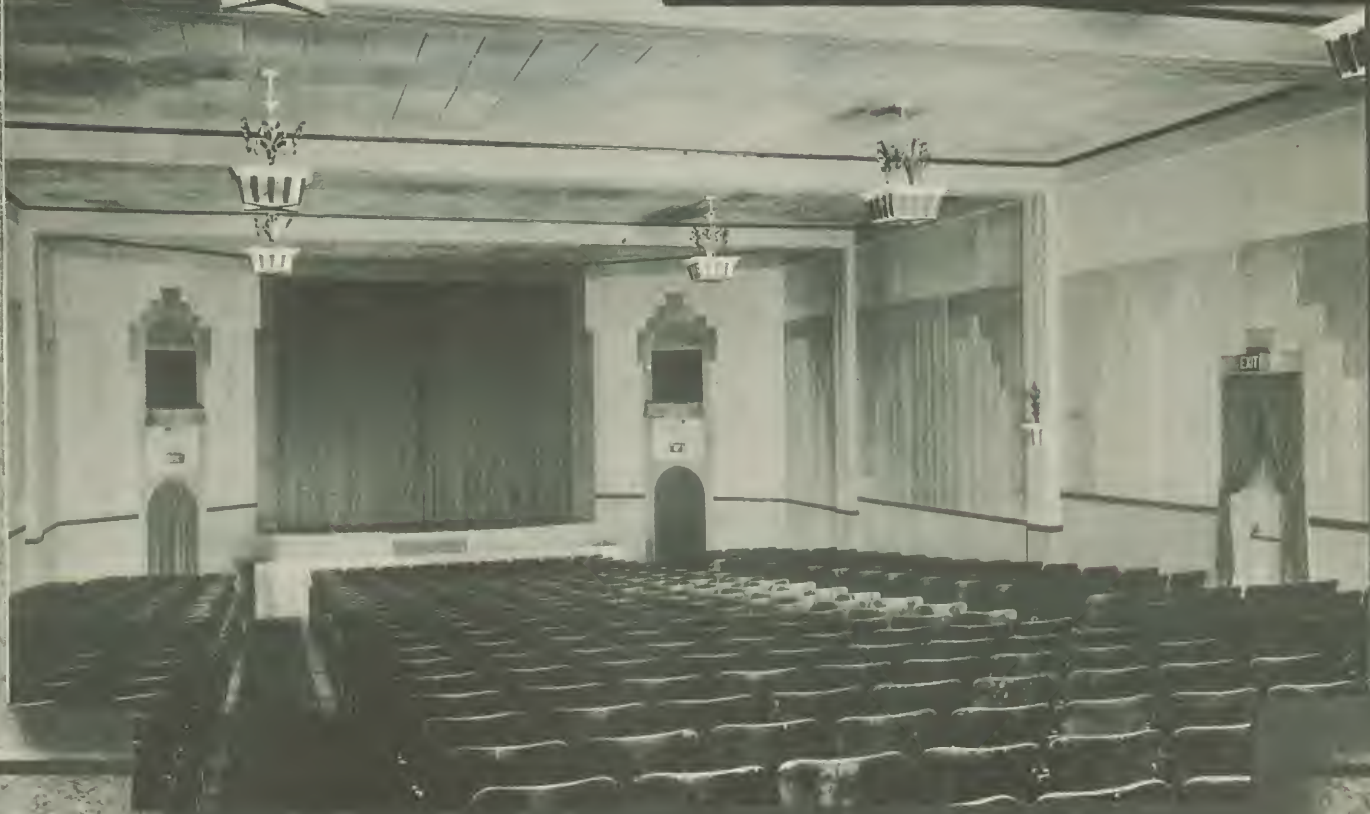


23.

Nu-Wood needs no further decoration. Its permanence is its outstanding virtue—its noise-quieting and insulating features, added values. Nu-Wood Interior Finish—for walls, ceilings and display—is a first step to satisfied customers and larger profits.

"ENJOYING THE SHOW"
STARTS *with the Appearance of*
FOYER, LOBBY *and* AUDITORIUM

BACKGROUND TEXTURE THIS PAGE
NU-WOOD TILE



24.

Theatre owners—building or remodeling—need not take chances with materials which cannot provide sound absorption. Nu-Wood is versatile—in pattern, color and texture. Design is its advantage—it insures “easy to hear” conditions.

DOES YOUR THEATRE "HEAR WELL"?

BACKGROUND TEXTURE THIS PAGE
NU-WOOD PLANK



25.

In the theatre—
hearing, not seeing, is
believing. Patrons
don't buy your tickets
unless they can see—
and those who come
expect to hear. Nu-
Wood Interior Finish
treatment is a com-
plete wall and ceiling
covering—costs no
more than panels,
looks much better.

PRACTICAL *wall and ceiling finish* ish for EVERY kind of STUDIO

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NU-WOOD WAINSCOT

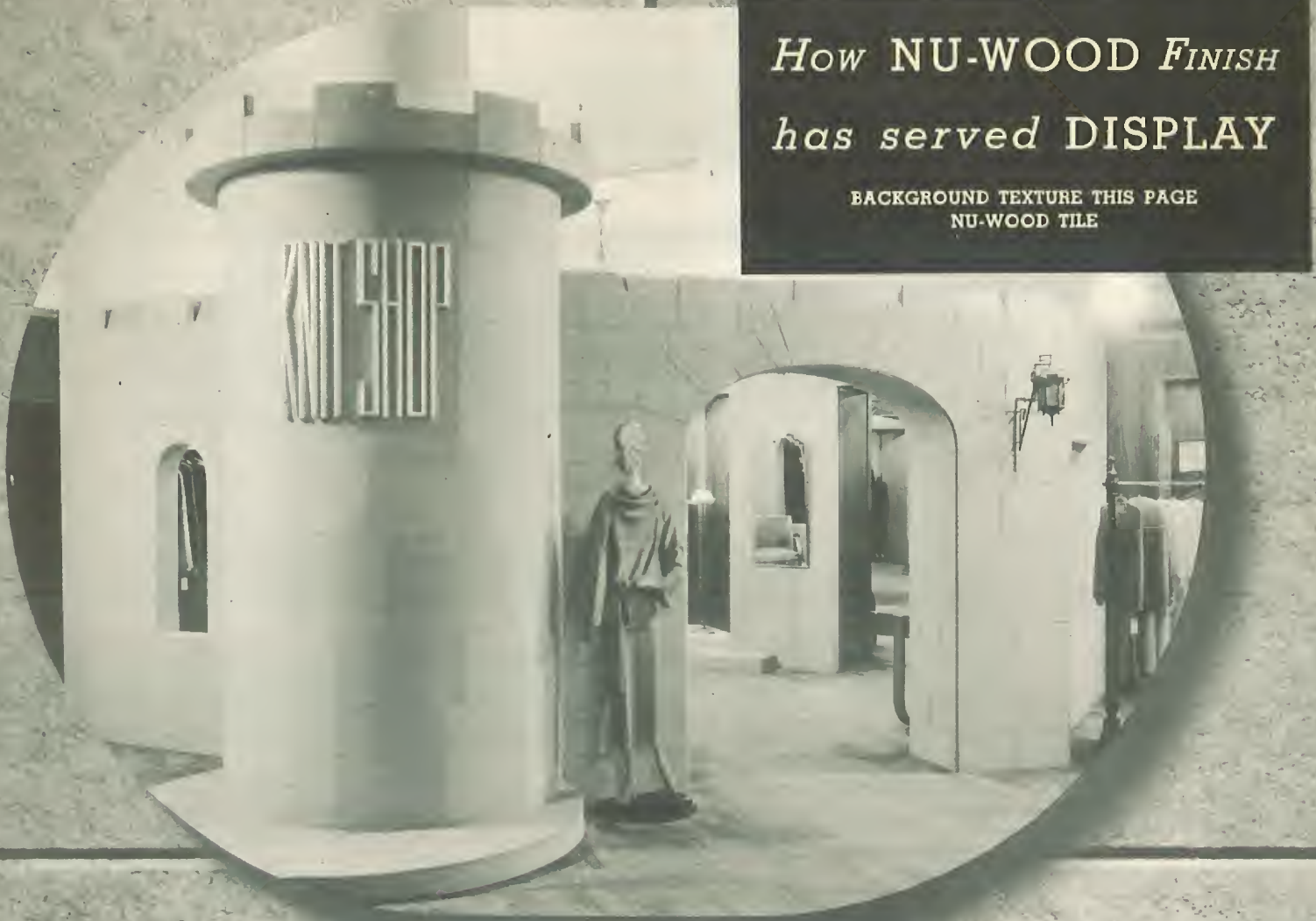


26.

Artists acclaim Nu-Wood's color and texture. They call it ideal "background." Because Nu-Wood absorbs sound so well, radio has adopted it for studios everywhere. Here's a real appreciation of Nu-Wood's color, texture, and ability to deaden noise.

How NU-WOOD FINISH
has served DISPLAY

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NU-WOOD TILE



27.

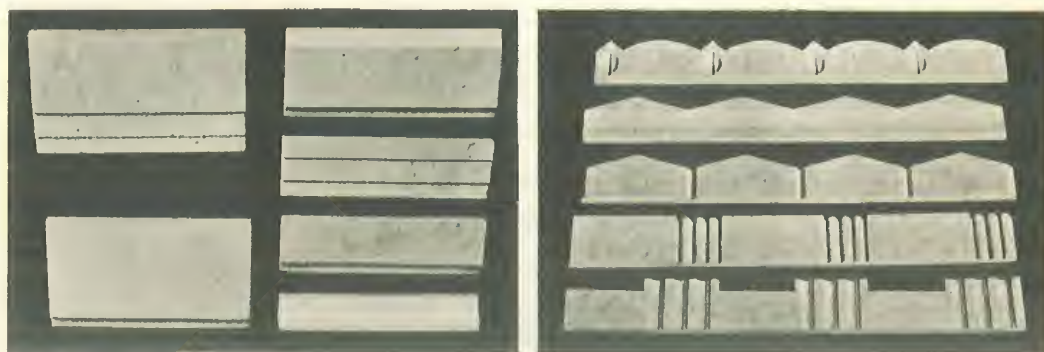
Inexpensive, easy to cut, carve, decorate and paint—Nu-Wood is popular for windows and store displays, for temporary as well as permanent decorative partitions—for cut-out figures and letters.



ACCESSORIES *for* NU-WOOD INTERIORS

Moldings and Friezes

Made of Nu-Wood to finish off a job — add that extra touch of attractiveness.



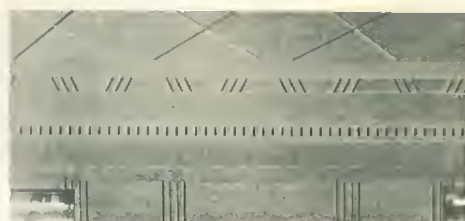
Ornaments, Corners and Light Outlets

Carefully selected for design — a variety of shapes offer possibilities of finish heretofore available only in expensive ornamental plaster.



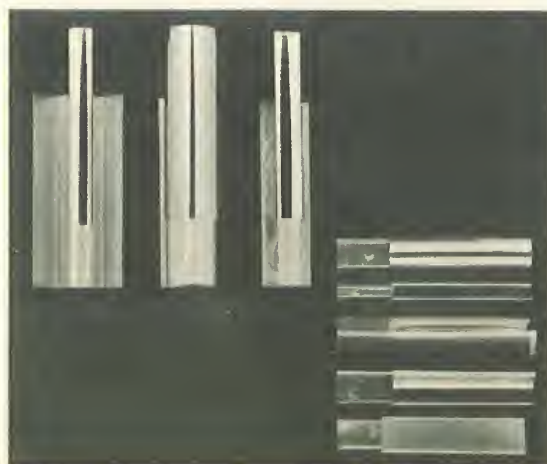
Carving Tool—Examples

Artists frequently prefer to do their own decorating of borders, corners and centers. Often too, their skill will let them obtain interesting results with a carving tool. This is the work of the "Bevil-Devil."



Metal Moldings

For true modern interiors, no more practical treatment presents itself than the use of metal moldings with Nu-Wood.



SPECIFICATION and APPLICATION Information

Your Nu-Wood dealer knows Nu-Wood Interior Finish Treatment and its application requirements. Ask him about Nu-Wood for the room you have in mind.



Tile

Nu-Wood Tile, Plank and Wainscot in a living room. Color border—Nu-Wood Tile.



WOOD CONVERSION COMPANY
SAINT PAUL - - MINNESOTA

Makers of **BALSAM WOOL**
NU-WOOD